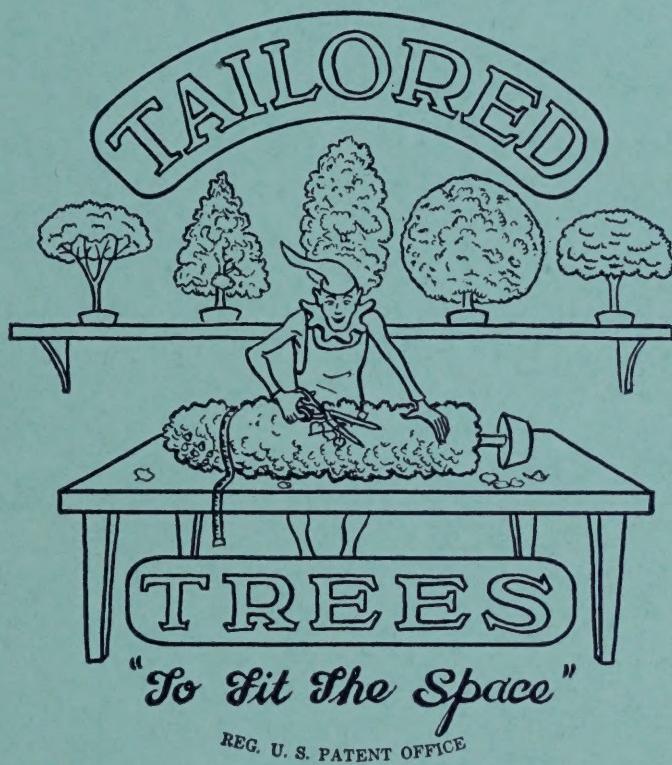


FUNCTIONAL — UNUSUAL — INTERESTING
— BEAUTIFUL —

Tailored Trees

Designed For The Ultimate In Proper Tree Usage



"A nursery service dedicated to unending research and observation, to bring to tree users thruout the country, to the best of our ability and facilities, the many better species and selected forms of trees so essential to the most effective and correlated planting of city streets, roads, home grounds and public areas."

Edward H. Scanlon & A ssociates
"The Tailored Tree Nursery"

7621 Lewis Rd.

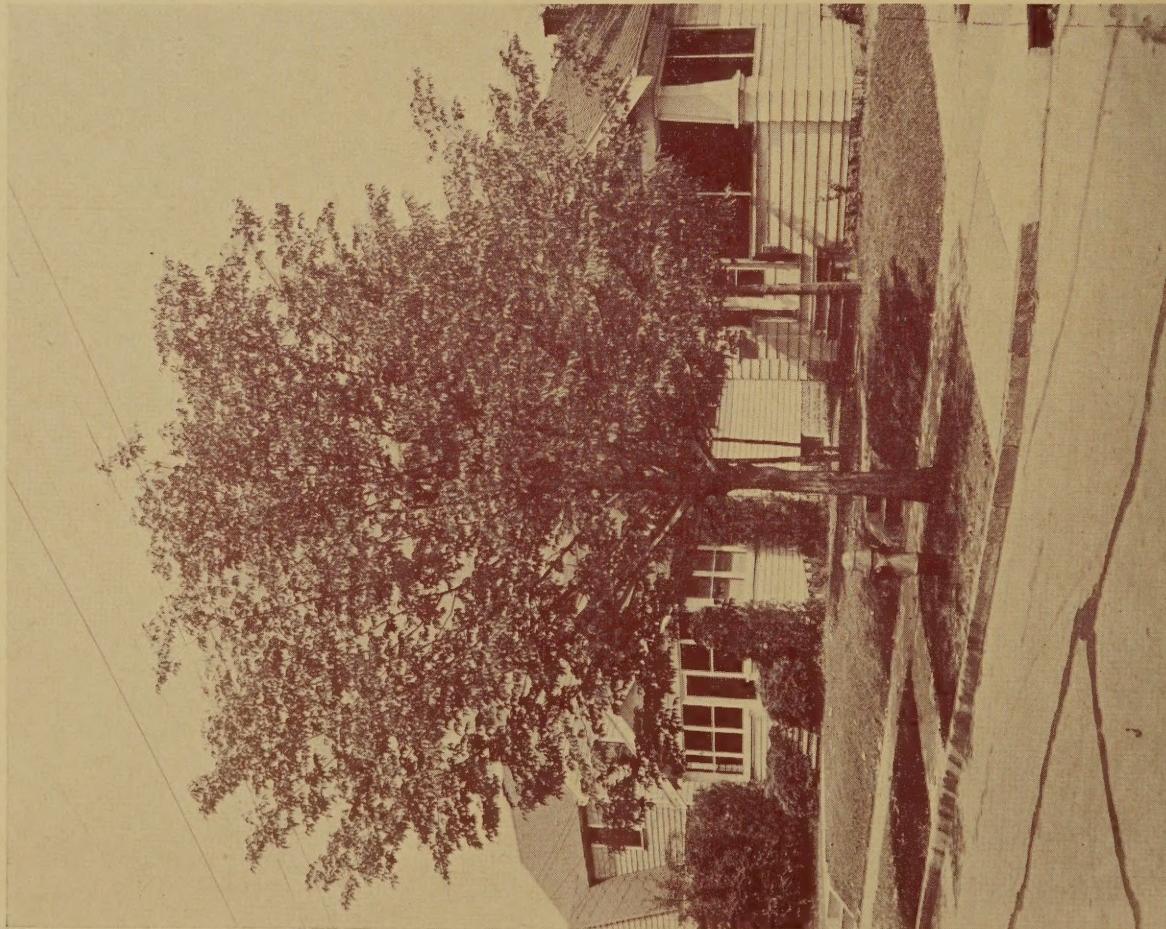
Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

Presenting Three Superb Small Street Trees

American Hophornbeam
(*Ostrya virginiana*)

— Zone 4 —



One of the finest small trees that has been sadly overlooked on the American street scene. Transplants readily in small sizes — grows quite rapidly for first ten years. To 25' with a tolerance of street conditions in spite of its forest heritage. A highly recommended tree that you cannot afford to pass by. Use in a 3' treelawn and under 30' wires. — 45' to 50' apart.

Whitebeam Mountainash
(*Sorbus aria lutescens*)

— Zone 5 —



This 30' Whitebeam has a 17' spread and a 12" trunk. It is between 30 and 35 years old. This splendid pyramidal small tree can be used safely in a 3' tree lawn — and, on streets with a shallow setback and 35' wires. The silver green foliage, coral berry and tolerance of clay or chalky soils make it a prize street or home tree.

Whitebeam Mountainash

Var: Yellowleaf

(*Sorbus aria lutescens*)

— Zone 5 —

A European tree of extreme beauty and utility. Long cultivated there, and in England, for its handsome foliage and fruit, and its tolerance of dry growing conditions.

A Street Tree Special With

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Whitebeam Mountainash

(*Sorbus aria lutescens*)

— Zone 5 —

A lovely pyramid of light green foliage with beautiful flashing silver underneath. The flowers are white, not as profuse as the common mountainash, and the beautiful coral colored fruit is showy but not so profuse as aucuparia.

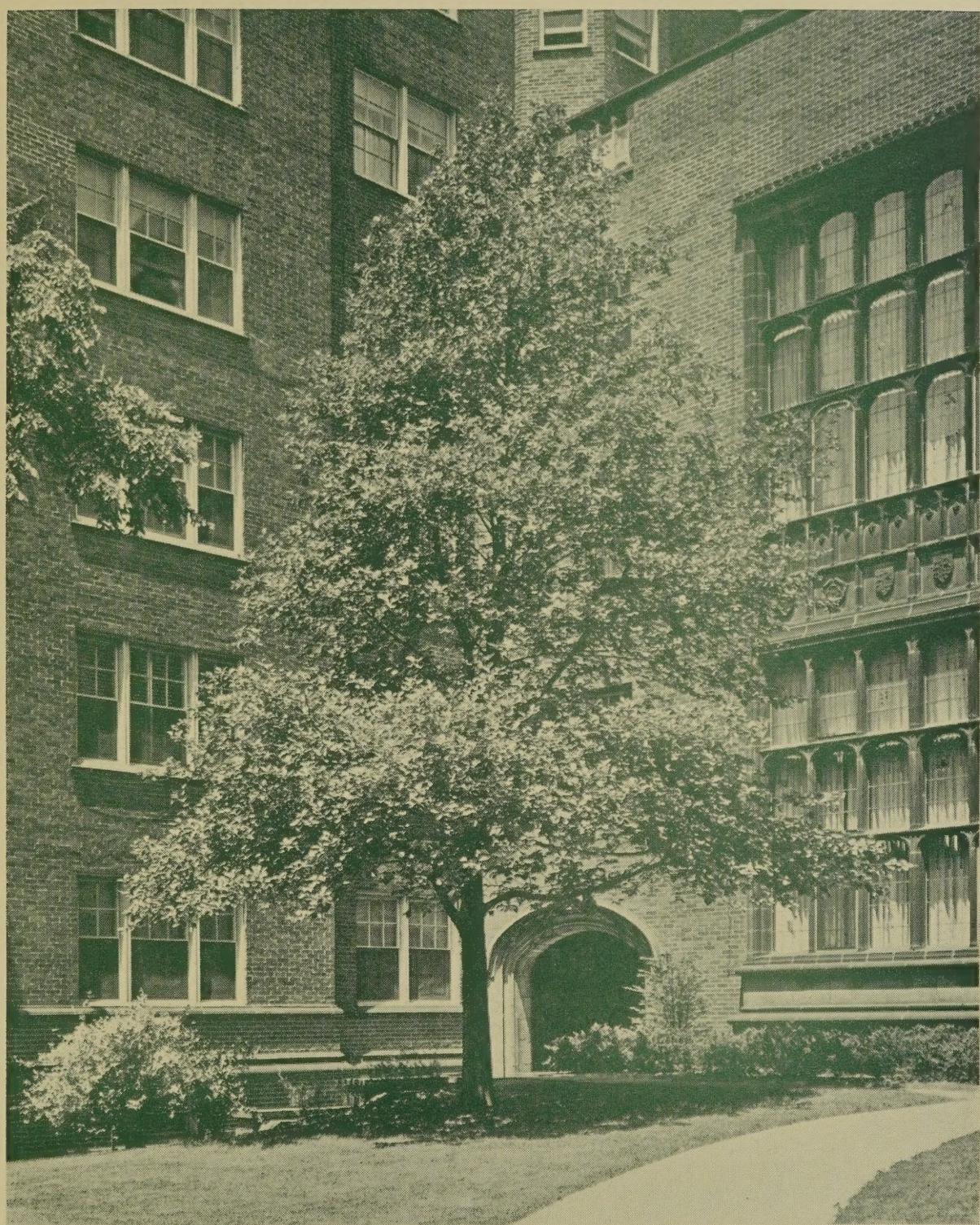
This magnificent tree handles well and thrives under the adverse conditions that street trees encounter. It will seldom exceed 30' as the fine specimen pictured here shows. We know of no serious insect or disease problem. According to Loudon (1842) the Whitebeam grows from 18 inches to 2 feet a year until it has attained a height of 15 to 20 feet, and at the age of 20 to 30 years it grows very slowly. This is an extremely desirable quality for a street tree.

The Whitebeam does well on clay or chalky soils indicating a preference for neutral soils. Prefers dry situations.

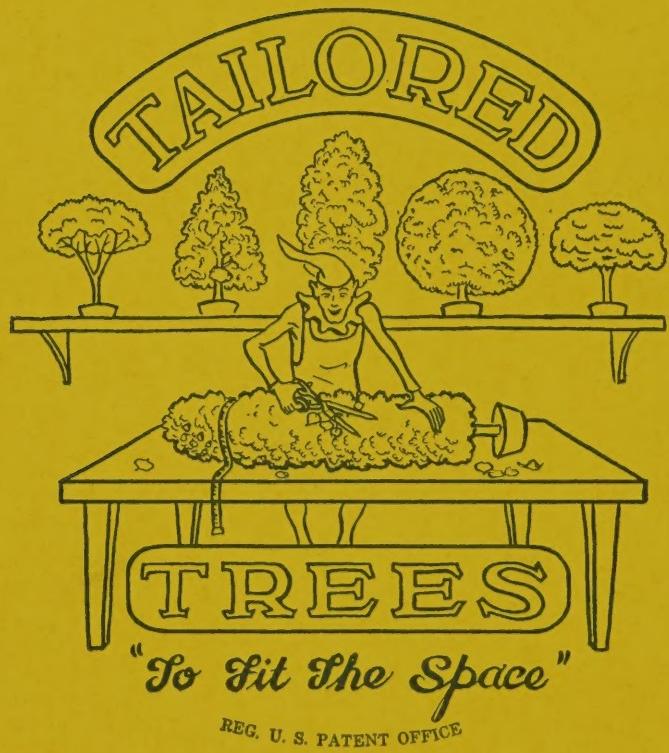
It can safely be used on treelawns of 3' in width — a shallow setback of 15' and on streets where large vehicles preclude the use of an overhanging type of tree. We have admired the Wheatley elm for these characteristics and have used it extensively under such conditions, however here is a tree of the same form, with greater foliage beauty, an attractive but not messy flower and fruit, and no threat of a serious disease. This beautiful and shapely mountainash is becoming a heavy favorite with American street tree planters, and has long been recommended for this purpose in Europe.

Plant 45' to 55' apart.

WHITEBEAM MOUNTAINASH



This 30' Whitebeam has a 17' spread and a 12" trunk. It is between 30 and 35 years old. This splendid pyramidal small tree can be used safely in a 3' tree lawn — and, on streets with a shallow setback and 35' wires. The silver green foliage, coral berry and tolerance of clay or chalky soils make it a prize street or home tree.



The Buisman Elm

(*Ulmus carpinifolia* var: Christine Buisman)

A variety of the European Smoothleaf elm that has been tested and declared to be resistant to the Dutch Elm Disease and Phloem Necrosis.

Exclusive with

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The Buisman Elm

(*Ulmus carpinifolia* var: *Christine Buisman*)

— Zone 4 —

The Buisman Elm is a selection of the European Smooth-leaf Elm. It was discovered in Spain, in the early 1920's by the late Dr. Christine Buisman, who had been commissioned by the Dutch Government to find an elm resistant to the Dutch elm disease.

The United States Department of Agriculture imported the tree in the 30's and for many years conducted exhaustive tests for resistance to Dutch elm disease, and later to Phloem necrosis. In 1946 after its resistance had been established, it was released to a small number of Botanic Gardens, nurseries and municipalities, for propagation and use.

The picture shown is that of a specimen of the species *Ulmus carpinifolia*, and is used to illustrate the form that the "Buisman" will assume. The tree has a strong sturdy framework of short, wide-angle crotched limbs; broadly pyramidal in form, it has small, shiny smooth leaves to which little atmospheric dust will adhere. The foliage is a rich green and altogether very pleasing.

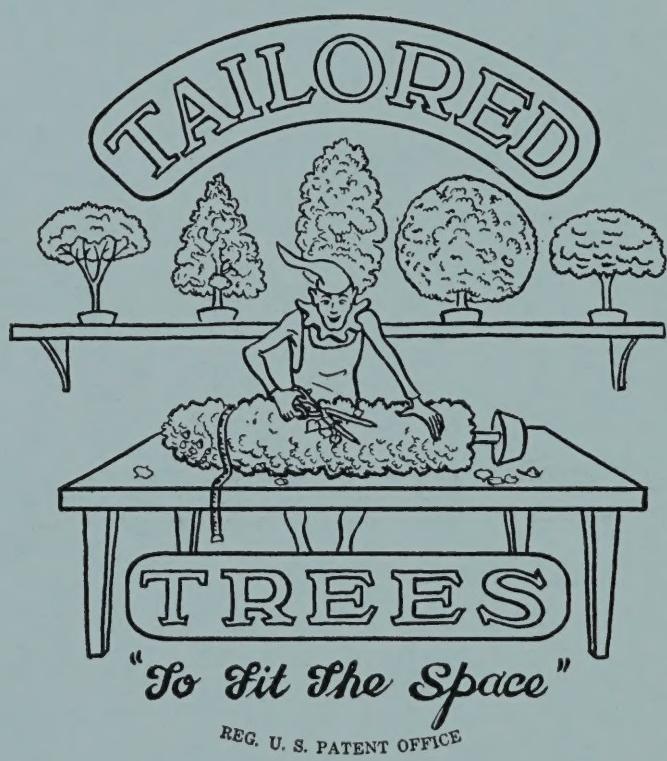
The tree would probably never exceed 35 feet in height as a street tree, and this only over a period of upwards of 50 years. As a park tree it might go to 45 feet. Site factors to be considered are: treelawn—6' minimum; setback—20' minimum; overhead wires—could be used under 45' wires or offset from wires lower than 45'. Space 50' or 55' for best appearance of street.

Other splendid varieties of *Ulmus carpinifolia* that we have to offer are: the magnificent Globe Head (*U. c. umbraculifera*); the pyramidal form Wheatley, (*U. c. sarniensis*), and the Upright Golden, (*U. c. Wredeii*), a pyramidal golden leaved form. None of these latter trees however have been tested for resistance to Dutch Elm Disease, but they deserve wide use regardless because of their perfection of form and beauty.



EUROPEAN SMOOTHLEAF ELM

This is a picture of the species *Ulmus carpinifolia*, not of the Buisman elm itself; none of which, in this country, could have attained this size. The picture however serves to illustrate the form that the Buisman will assume. This tree, in a Cleveland Park, is 35' tall.



REG. U. S. PATENT OFFICE

The Cleveland Maple

(*Acer platanoides, var: Cleveland*)

— Zone 3 —

No. 1 Selection

in the

Norway Maple Selection Series

of

"Tailored Trees"

(Reg. U. S. Patent Office)

Exclusive with

Edward H. Scanlon & A_ssociates
"The Tailored Tree Nursery"

7621 Lewis Rd.

Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

The Cleveland Maple

(*Acer platanoides, var: Cleveland*)

— Zone 3 —

We believe the "Cleveland" maple is destined to become one of the most widely used street trees in American cities. With the reduction of conflicts now a major consideration in the planning arrangements of all progressive city arborists, this beautiful oval upright Norway maple clone will fit into a majority of planting sites where controlled form trees are essential. It will also make a distinctive addition to any small home.

The "Cleveland" maple is distinguished by its striking oval upright form, larger than normal and darker green foliage, and its upsweeping strong crotched branches. It is a vastly superior grower than the species. The foliage mass is compact and the entire appearance of the tree is extremely pleasing and dignified.

The "Cleveland" can be safely used on streets with a shallow building setback. Its comparatively narrow branch spread also qualifies it for use on streets with a small treelawn, four foot minimum, and where traffic of large vehicles precludes a wide spreading tree. The small trunk growth will cause no sidewalk disruption in a four foot treelawn. It can be placed within twenty feet of street lights without interference, and can be used under 35' overhead wires. For best embellishment the "Cleveland" should be spaced 50' or 55' apart, spacing could be reduced to 45' but this is not sound—with any tree.

The "Cleveland" is the first selection we are offering in the first four major species selection series. *The Norway Maple Selection Series* and the others to follow on Red and Sugar Maple and Ginkgo, will present a selection of useful forms of these well known species that will enable the street tree planter to give full play to his imagination and sense of proportion in creating street-scapes devoid of conflict.

To round out *The Norway Maple Selection Series* there will be four additional forms, the "Charles F. Irish," the "Almira," the "Improved Columnar" and the "Globe" (on 7' stem).



THE CLEVELAND MAPLE

This picture of the Cleveland Maple gives some idea of the functional quality, as well as the beauty, of the form of this new selection. Certainly its repetition along a street would impart a dignity few trees possess, and it will rapidly assume high rank in all planned planting programs of the future.



REG. U. S. PATENT OFFICE

Globe-head Hawthorn

(*Crataegus monogyna compacta*)

— Zone 4 —

This introduction of another small statured tree in the "Tailored Tree" series is not only functional but is a very lovely tree both in bloom and in berry. A superb small street and landscape tree.

Exclusive with

Edward H. S_canlon & A_ssociates
"The Tailored Tree Nursery"

7621 Lewis Rd.

Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

Globe-head Hawthorn

(*Crataegus monogyna compacta*)

— Zone 4 —

Few of the small and Tailored type trees that we have grown and brought out of obscurity for functional use on streets or around homes, have given us the satisfaction of accomplishment that we derived when the first Globes came "off the line." This event occurred in the spring of 1956 when our Tailored version of the parent tree at the Arnold Arboretum were at last ready. Four years of grafting and accumulating "wood" went into the production of this tree.

We consider this Globe an important addition to the street tree planter's kit of tools. This is a tree that will take to clay soils and with the Globe Locust for sandy soils and the Almira Norway Maple for either, one has a nice choice today. The Globe Hawthorn, flowers white, fruits are red and the foliage is deeply cut and a nice green. It grows slowly which of course is most desirable in planting new streets of shallow setback, narrow treelawn and low wires. The Globe Locust can be used where fast effects are desired. The Almira Norway can be used in any soil condition where its bold foliage is needed.

The important consideration in the use of small globes is that they be grafted high enough to allow sidewalk and street clearance. Consequently we are Tailoring the Globe Hawthorn on a 6' stem. The Globe Locust, we found from experience, needs a 7' stem, while the Almira Maple being a natural dwarf of graceful globe form is budded low, then headed up as any normal tree.

The addition of the Globe Hawthorn to our list of Tailored Trees puts another tool on the list with which you can really Tailor your streets. Evaluate the space and soil factors and if the conditions enumerated above prevail you will now have a small globe to do the job with distinction.

The Globe Hawthorn can be planted as closely as 35' apart on streets, but we would recommend more like 42' to 45'. Use in a 3' treelawn—under 20' wires and a setback as shallow as 10'.

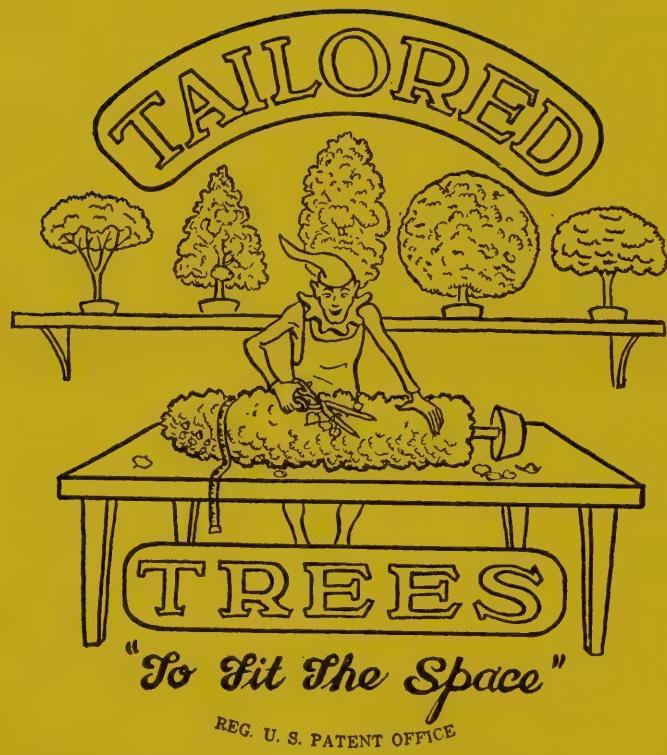
An excellent tree for landscaping in parks, about homes, or in cemeteries. Its fine form, flower and berry make it handsome at all times in the growing season.

THE GLOBE HAWTHORN



The nice form of the Globe Hawthorn is depicted in the above picture. It should be noted however that the tree shown has been grafted low, on a 3' understock. Our trees are Tailored on 6' stems so that they can be used on streets. This tree is growing on a rocky sandy hillside and not in the clay or loam soil that a Hawthorn prefers, consequently it has not developed as compactly as it should have.

“Another Tailored Tree”



The Holy Thorn of Glastonbury

(*Crataegus monogyna praecox*)

— Zone 4 —

No. 1 In Our Series of Pedigreed Trees

The Legend and Historical background surrounding this, one of the most famous trees in the world, is intriguing. We are the first in this country to make it generally available for any municipality or individual to make use of freely. Grown in our usual functional form for best effects.

Exclusive with

Edward H. Scanlon & A ssociates
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7621 Lewis Rd.

Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

The Holy Thorn of Glastonbury

(*Crataegus monogyna praecox*)

— Zone 4 —

Nearly two thousand years ago the Legend of the Glastonbury Thorn began on what was then a bleak island, called Avalon, off the coast of England. Later due to an upheaval in the sea the island became a part of the mainland. The area was renamed Glastonbury some years later.

Shortly after the Crucifixion, Joseph of Arimathea, one of the disciples of Christ, on a mission to establish Christianity in England, landed at Glastonbury. He was rebuffed by the savage people. Praying for a miracle he thrust his staff into the ground. It burst into bloom. Being Christmas Day (of the Julian calendar, Jan. 5) the legend grew and the tree still blossoms in early winter in England. The original tree grew where Joseph had planted it until the time of the Puritan rebellion when it was cut down as being idolatrous. But scions of the original tree had been grown and planted about the Glastonbury Abbey assuring perpetuation of the famous tree.

Another legend about this fascinating tree is to the effect that the tree at Glastonbury was supposed to bloom whenever visited by a member of England's royal family. This actually happened at Washington Cathedral (D.C.). First in November 1919 when the Prince of Wales visited the tree. Again on November 2, 1951, when the present Queen Elizabeth visited the Cathedral. Tradition dictates that a sprig of the flowers shall be enclosed in a silver case, properly inscribed, and presented to the Royal visitor.

The Glastonbury will bloom in fall in more moderate sections of the U. S. evidently, altho, of course, because there are only two established specimens known in the United States (the second is at the New York Botanical Garden) to say it would bloom in other sections would be pure fiction. It is a nice appearing tree bearing white fragrant flowers in profusion; has excellent deeply incised green foliage, and in the fall, bright red berries.

The planting of a street of Glastonbury Thorns in a street tree program shall elicit much favorable comment from the public if this charming legend is made public.

The tree will probably attain the same proportions as the Pauls Scarlet Thorn—to about 20' tall and with the same spread. Plant 40' to 50' apart on streets with a minimum tree-lawn of 5'. Can be used under 20' wires.

As a specimen it should be used widely in parks and cemeteries and would be a real asset to any home garden or lawn.

THE GLASTONBURY THORN



One of the two established Glastonbury Thorns in the United States is shown here in full bloom. This tree stands in the close of Washington Cathedral, Washington, D. C. This tree is a scion of the descendants of the original Holy Thorn and was brought to this country in 1902 from Glastonbury. It was from this tree that we were given buds and scions with which to help perpetuate and spread the charm of this legend. Our trees have been Tailored to produce a single straight stem and are branched high so they may be used on streets, as specimens in cemeteries, parks or on home lawns. This manner of growing will also give the tree greater stature, increase greatly its beauty and function, and facilitate lawn maintenance.

"A Pedigreed Tree"



The Armstrong Red Maple

(*Acer rubrum fastigiata, var: Armstrong*)

No. 2 Selection

in the

Red Maple Selection Series

of

"Tailored Trees"

(Reg. U. S. Patent Office)

Exclusive with

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The Armstrong Red Maple

(**Acer rubrum fastigiata, var: Armstrong**)

— Zone 3 —

In 1949 this very handsome fastigiate selection was discovered growing in a field near Windsor, Ohio, by Newton Armstrong. The tree was growing in an open field, completely isolated from other trees.

The "Armstrong" is a splendid fastigiate form—the most lombardy-like of any red maple form we have seen. Young trees make very satisfactory growth; not at all slow, but rather about medium. The nice uprite form is apparent from the time the clones begin to branch.

This tree which will probably find its largest field of use in landscape work, and as a substitute for the towering and ill-fated Lombardy Poplar, could also be considered for extreme street planting situations. One example would be of a business district in an outlying area with narrow sidewalks and shallow setback. It might also be used on streets with shallow setback and heavy large truck and bus traffic where overhanging branches would be impractical. It colors nicely in the fall and up to the present we have not observed a set of seed on the parent tree.

This tree is considered by many authorities who have seen it as one of the finest fastigiate forms of any species. It is a handsome thing and because of the few disorders that affect the Red Maple it should rapidly come into widespread use. — To about 35' and can be used in a space as narrow as 8'.

THE ARMSTRONG RED MAPLE



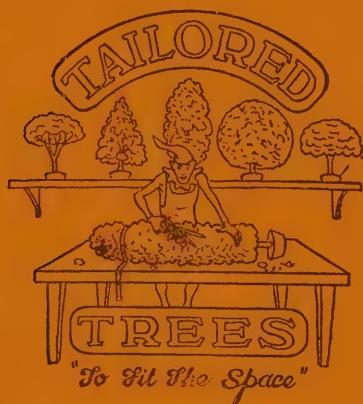
This picture of the parent Armstrong Maple gives an idea of its extremely narrow, lombardy-like silhouette. This beautiful tree offers a very desirable replacement for the disease ridden and rampant growing Lombardy Poplar.



Newton Armstrong

Newton G. Armstrong of Windsor, Ohio, is one of the early pioneers in the field of tree care in this country. Newt's work dates back to the early days of the century when he was associated with the late John Davey. Later he started his own firm at White Plains, N. Y. He retired to the less active field of consultation work about ten years ago.

Newt discovered the beautiful fastigiate red maple (*A. rubrum*, Armstrong) which was named for him. The tree was found growing in a field near Windsor, Ohio, in 1947. Newt called the attention of Mr. Scanlon to the tree thru whose efforts it was put in production.



(Reg. U. S. Patent Office)

"Modesto" or Smooth Ash

(*Fraxinus velutina glabra*)

— Zone 4 —

A lovely foliage tree. The light green sparkling and slightly pendulous leaves of the "Modesto" make it one of the real handsome trees that we offer for street or home landscape. Light gray smooth bark and small size add to its practicability.

Presented by

Edward H. S_canlon & A_ssociates
"The Tailored Tree Nursery"

7621 Lewis Rd.

Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

The Modesto Ash

(*Fraxinus velutina glabra*)

— Zone 4 —

For fast growth, **small size** and outstanding foliage color and beauty this tree is a must for any progressive Street Tree Management Program.

The Modesto Ash is a smooth barked, sparkling, shiney leaved variety of the Arizona Ash. Little has been known of the range potential of the Modesto until the past 15 years. About that time someone started using the tree in Salt Lake City, Utah (Zone 4), where it has thrived and become a highly desirable street and home shade tree. The finest streets we have seen of it are in Sacramento, Calif. It is at home under arid and poor soil conditions, and its reestablishment proclivity is unbelievable. In our nursery and on many streets in the Cleveland area where we have planted it it has become very impressive and in great demand. This is true also of a number of other cities in the midwest and east coast where we have distributed the tree.

The Modesto will make a good showing within 3 to 5 years but never is ungainly or ugly as are some fast growing trees. It has a nice round crown densely foliated. The leaves are bright shining green and because of a weak petiole are slightly pendulous, giving the tree a very graceful appearance.

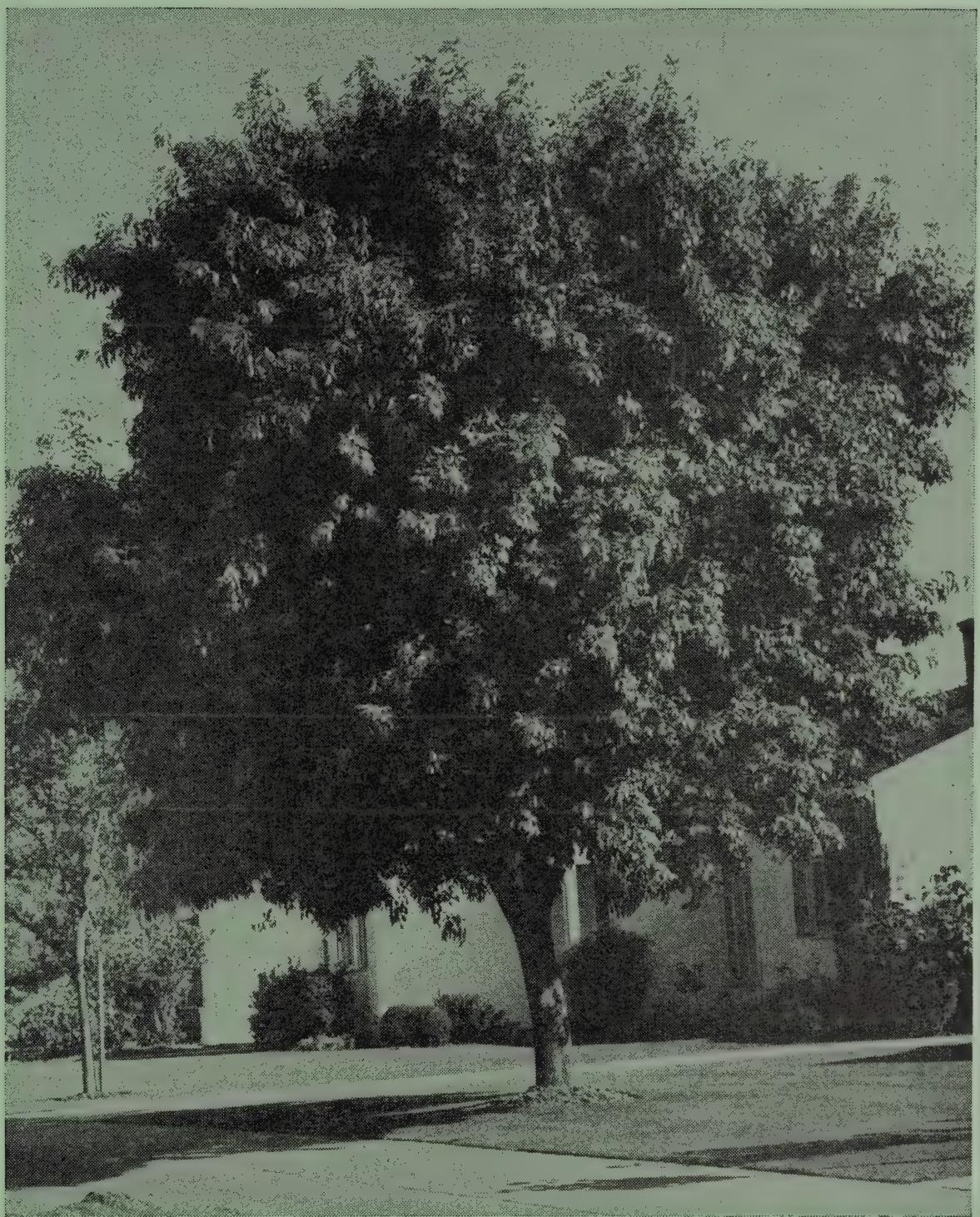
There are no known insect or disease disorders of the tree anywhere. In fact it is widely used in California because the Ash Tingid passes it up, also, of course for its better form and appearance compared to the Arizona Ash.

This superb tree will probably not exceed 25' in height or spread in the midwest or east.

It should be planted at 50' intervals, altho where 40' spacing is desirable it would still fit without conflict with its neighbors. Can be used where setback is 15' or more, and to avoid sidewalk trouble can be planted in a 5' treelawn. Use under 30' wires.

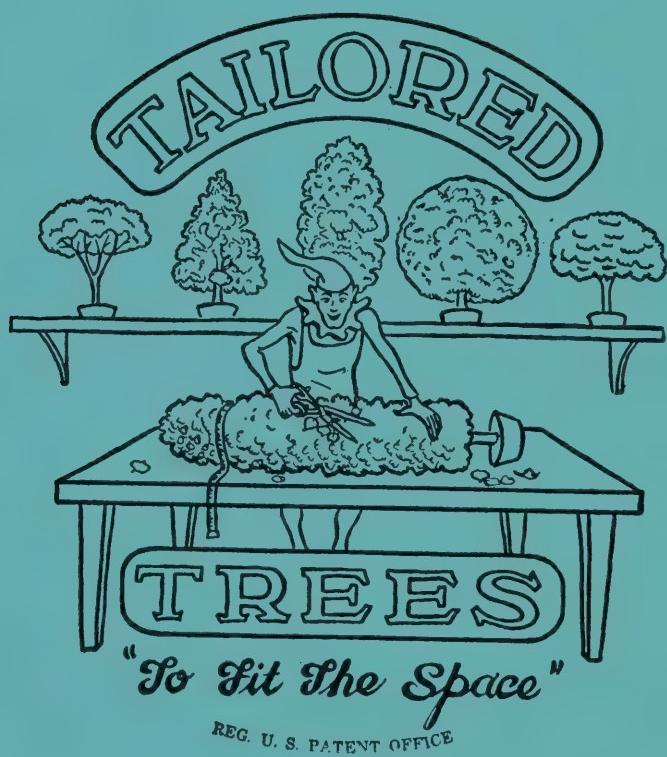
As a home tree where fast shade is wanted, and at the same time, a nice compact shapely head, the Modesto is unbeatable. Can be used 15' to 18' from a building where shading of walls is essential. Equally useful and handsome as a specimen to decorate lawn or garden.

We think this is one of the real outstanding small trees that has been introduced in the east in the past twenty years. Don't overlook this tree in your street or park program and cemeteries.



The handsome densely foliaged crown and smooth trunk of the Modesto Ash is well shown in this picture. The tree is also fruitless which is a consideration, especially with Ashes, some of which can be a nuisance. The fall color is yellow but is not a standout. The tree is best used for its nice form, color, ease of reestablishment and fast growth.

"Another Tailored Tree"



Zelkova, or Japanese Keaki

(*Zelkova serrata*)

A genus of the Elm family, the Zelkova, in addition to being a handsome, graceful and dignified tree, is resistant to Dutch Elm Disease.

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Zelkova, or Japanese Keaki

(*Zelkova serrata*) (Ulmaceae)

— Zone 5 —

For years this beautiful tree, which belongs to the Elm family and has often been erroneously referred to as the Japanese Elm, has been growing here and there throughout the country admired by all who viewed it but strangely enough, not grown.

With the advent of the Dutch elm disease, and numerous other elm disorders, several trees were proposed as substitutes for the American elm. However none of these was an elm—the Zelkova belongs to the elm family and has been found to be resistant to Dutch elm disease. It has not been tested for phloem necrosis.

The beautiful, graceful, upsweeping branches that give this tree its magnificent vase or fountain form make it a natural substitute for the elm. In addition it has the smooth gray bark of a beech, and in fall the foliage turns to a deep rusty red color. Added charm is imparted by the flat planes in which the foliage lies; this feature gives the tree an exotic appearance possessed by few others.

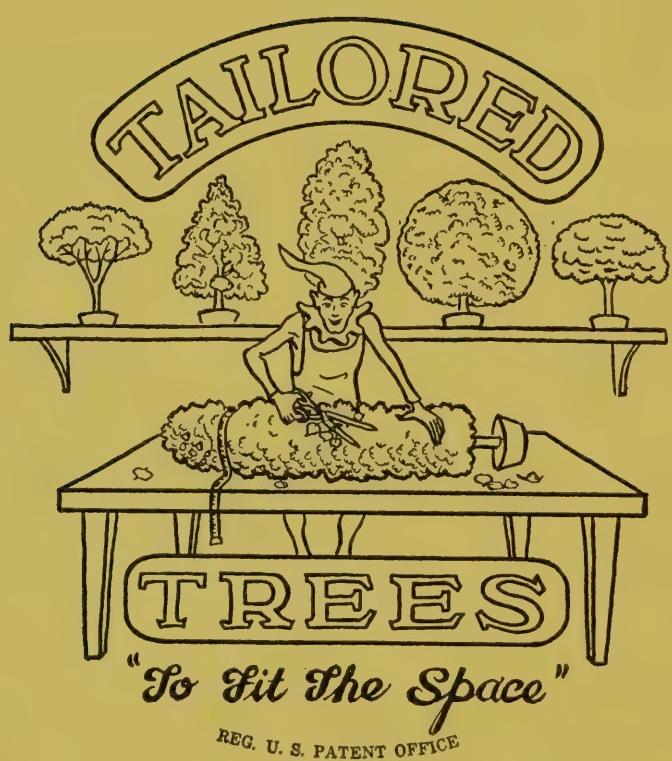
The Zelkova is a medium sized tree to about 45'. It should be planted in at least a 6' tree lawn. It needs space and should be planted at least 50' or 55' apart on streets with deep setback. Its upsweeping branches, tight crotched, but strong, make it easy to obtain ample clearance for any vehicular traffic. A moderate grower, not fast.

We predict that this very handsome tree will rapidly gain the wide favor and use that it so richly deserves now that it has been made available.



THE ZELKOVA, OR JAPANESE KEAKI

We found this very handsome Zelkova some years ago on W. 228th in Fairview Village (west of Cleveland) along with fifteen others of comparable size. Unfortunately the other trees had been planted too close together and only this corner one attained the full dignity of its beautiful fountain-like form, that only proper spacing permits.



REG. U. S. PATENT OFFICE

American Hophornbeam

(*Ostrya virginiana*)

— Zone 4 —

A superb small tree indigenous to eastern and middle western United States. Its ornamental qualities have long been recognized by connoisseurs and authorities. It is just coming into recognition and use as a high quality street tree for modern needs.

A Street Tree Special With

Edward **H.** **S**canson & **A**ssoiates
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American Hop hornbeam

(*Ostrya virginiana*)

— Zone 4 —

This tough little pyramidal type tree has been recommended for years by every writer and authority on tree use. However only in recent years has it been considered. The *Ostrya* handles well in the small sizes necessary for street planting; it grows quite rapidly for the first five to ten years, making a respectable sized tree before slowing down; the small trunk of a 40 or 50 year tree would easily be contained in a 3 foot treelawn without ever causing sidewalk trouble; the tree has no serious insect or disease troubles; the seed pod, from which the tree derives its name, Hop, is interesting and never messy. Here is a tree that should be in the top five for street tree consideration. It has all the qualities necessary and none of the faults of former occupants of the "top five" niche.

Every tree of this species we have ever seen on streets has been a splendid specimen. Why it has not been used is one of those enigmas that has surrounded many other species infinitely better qualified for the exacting conditions and adherence to space limitations than the ill chosen, out of scale giants that have dominated the American street tree scene so completely and tragically for the past half century or more.

The Hop Hornbeam must not be overlooked any longer. Its superlative qualities of small stature, compatibility with soil and other street factors, and lastly its very decorative bark of rich brown peeling strips, make it an imperative choice for the street tree designer with imagination and a desire to plan scientifically, rather than sentimentally.

Another low maintenance tree with a high quality quotient. To about 25'. Can be used in most overhead wire situations, shallow setbacks and narrow treelawns.

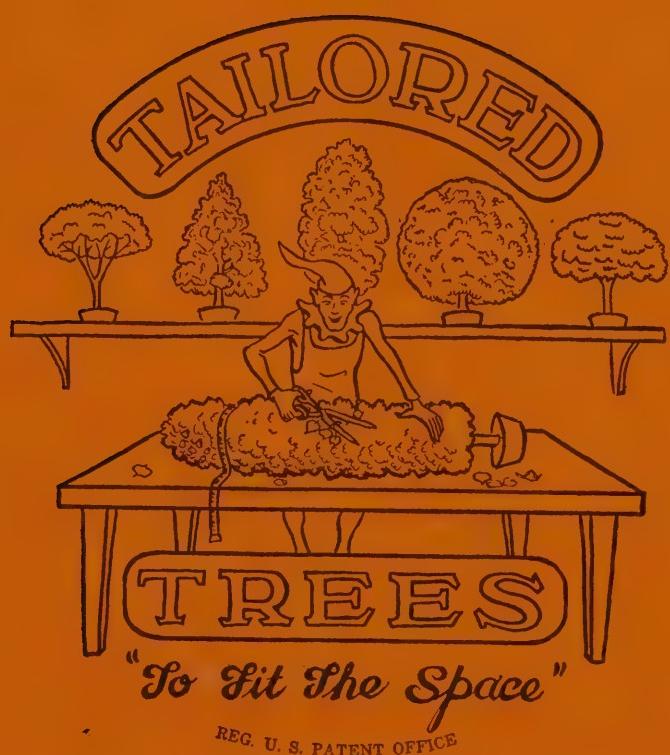
Plant 45' or 50' apart.

AMERICAN HOPHORNBEAM



The beautiful Hophornbeam shown here, on a Cleveland street, is only twelve years old, and as can be seen, the small sturdy trunk and nicely balanced top are in complete harmony with the shallow setback and narrow "treelawn". This tree will never dominate its position physically, nor cause sewer and sidewalk trouble.

(Note the serious maintenance problem created by the typical weeping branch habit of the Pin Oak (*Quercus palustris*) in the background.)



REG. U. S. PATENT OFFICE

The "Irish" Maple

(*Acer platanoides, var: Charles F. Irish*)

No. 2 Selection

in the

Norway Maple Selection Series

of

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The "Irish" Maple

(*Acer platanoides*, var: Charles F. Irish)

— Zone 3 —

Some people, in street tree work, condemn the Norway Maple as a soil robber—"can't grow grass under it", etc. Don't blame this fine tree for the poor judgement used by those who plant them **too close together**, then complain that the grass won't grow—of course it won't, what did they expect.

But in the seedling tree you will probably get a multitude of odd, and sometimes almost unrecognizable forms, so to correct this one glaring fault of the Norway we began a selection program within this species, and think we have come up with some splendid forms that should relegate the seedling to a well deserved obscurity.*

The "Charles F. Irish" Norway is a magnificent round headed form with nice upsweeping branches that gather together to form a compact nicely textured crown. Not a globe head, just a pleasingly irregular, strong crotched round head form.

The "Irish" was named to honor Charles F. Irish, eminent American arborist who lives in Cleveland. The tree does not detract from the fame of its namesake.

The "Irish" is the "big" tree in the Norway Series—will go to 35' or 40'—should be planted 50' to 60' apart and should have a 6' or 8' minimum treelawn.

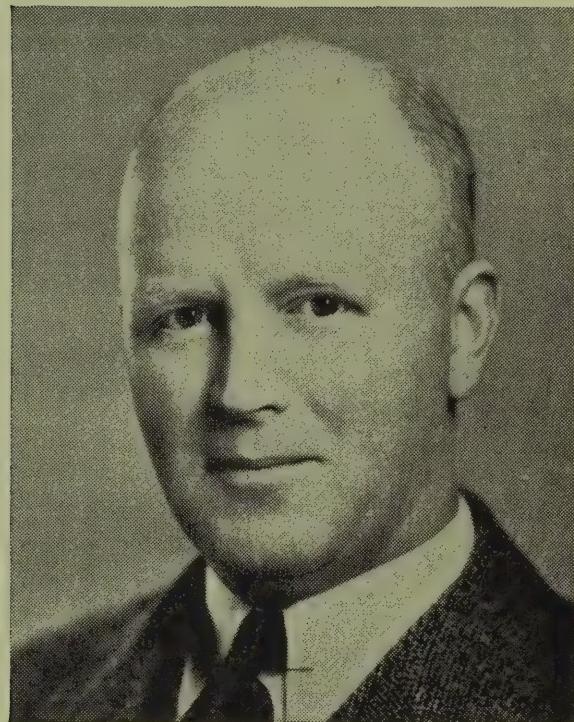
Other selected forms available are; the "Cleveland", a nice oval upright; "Almira", a low dwarf semi-globe; "Imporved Columnar", a nice uniform growing column type, distinctly better than the old pyramidal form; "Globe", a small globe grafted on 7' stems—makes a small globe to 16' or 18'.

*Uniformity of form and growth habits are two important qualities never exhibited by seedling trees. If you want to be proud of your work, your street tree plantings, you will never plant anything but a selected form, such as the "Irish", the "Cleveland" and others that we offer specifically for scientific street planting.



The "Irish" Maple

Beautiful, long lasting small star-like foliage makes this beautiful selection a real tree of distinction.



Charles F. Irish, arborist, Cleveland, Ohio, past president of the National Shade Tree Conference, for whom the "Irish" Norway Maple was named.



Reg. U. S. Patent Office

The Scanlon Red Maple

(*Acer rubrum pyramidalis, var: Scanlon*)

— Zone 3 —

No. 1 Selection

in the

Red Maple Selection Series

of

"Tailored Trees"

(Reg. U. S. Patent Office)

Exclusive with

Edward H. **S**canson & **A**ssoiates
"The Tailored Tree Nursery"

7621 Lewis Rd.

Olmsted Falls, Ohio

Phone: ADams 5-2357 (Cleveland)

The Scanlon Maple

(*Acer rubrum pyramidalis, var: Scanlon*)

— Zone 3 —

The native Red Maple is widely recognized, and planted, because of its magnificent fall color. It has not been used nearly enough as a street or home tree.

For streets, our experience in maintenance and storm damage strongly leans toward the use of pyramidal type trees. They give the bottom spread for good appearance, and shade if desired, without the huge dangerous overburden of top that is so unnecessary on modern streets. The narrow top reduces the need for climbing in maintenance and also removes the hazard of falling limbs and broken tops in sleet, snow or wind storms.

The Scanlon Red Maple, one of our finest exclusive selections, is an exquisitely handsome pyramidal tree with strong crotches and upsweeping branches. The leaves are large and lustrous green. While the tree was selected primarily for its functional form, still another excellent quality seems to have been imparted to this clon. All of the several thousand trees grown to date have turned a deep, intense and vivid red in fall. While we cannot guarantee this splendid quality in all of the clons it may be that this feature will add to its highly functional and low maintenance form as an outstanding street and home tree.

It will grow to about 35'. In a fifty year period its trunk will develop to about 12" or 14"—bottom spread of 16'. It can safely be used on streets bearing heavy truck traffic because of the branch spread—and on streets with a shallow setback of 12' or a little less. Use in conjunction with wires where the tree can be planted 6' or 8' from under center line of wires.

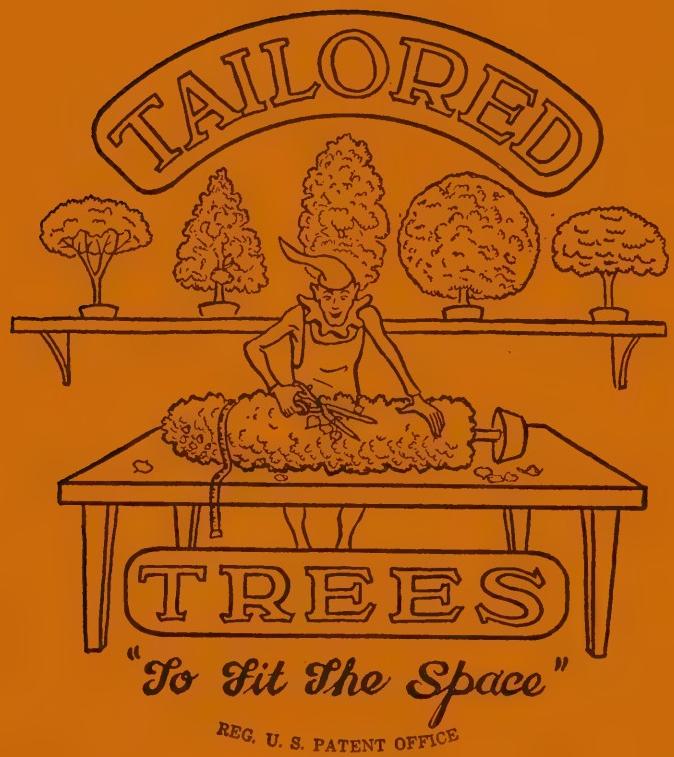
The pyramidal type of tree is, in our opinion, the most sensible and economical form for use where space permits.

It is a fairly rapid, vigorous grower. Plant 45' to 50' apart.

THE SCANLON RED MAPLE



Picture a street of these magnificent trees lining your streets, or planted about your home. The parent tree, shown here, was destroyed seven years ago, but we were fortunate in obtaining scions shortly before. The surviving clons are now growing at the Rancho and are beautiful trees both summer and fall.



The "Almira" Norway

(*Acer platanoides, var: Almira*)

No. 3 Selection

in the

Norway Maple Selection Series

of

"Tailored Trees"

Exclusive with

Edward H. Scanlon & A_ssociates
"The Tailored Tree Nursery"

7621 Lewis Rd.

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The "Almira" Maple

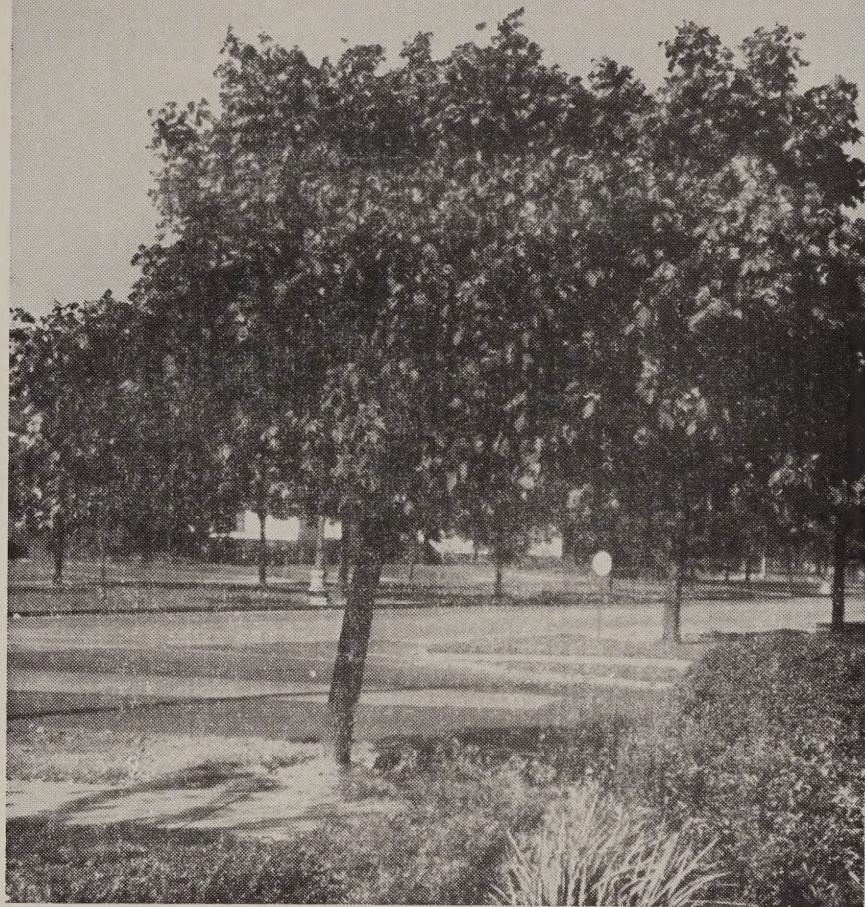
(*Acer platanoides, var: Almira*)

More and more, it is acknowledged by street tree planters, who are intent on doing a job that the future can be proud of, that this future can only be realized thru the use of "trees that will fit the space available", or a tree tailored for the job.

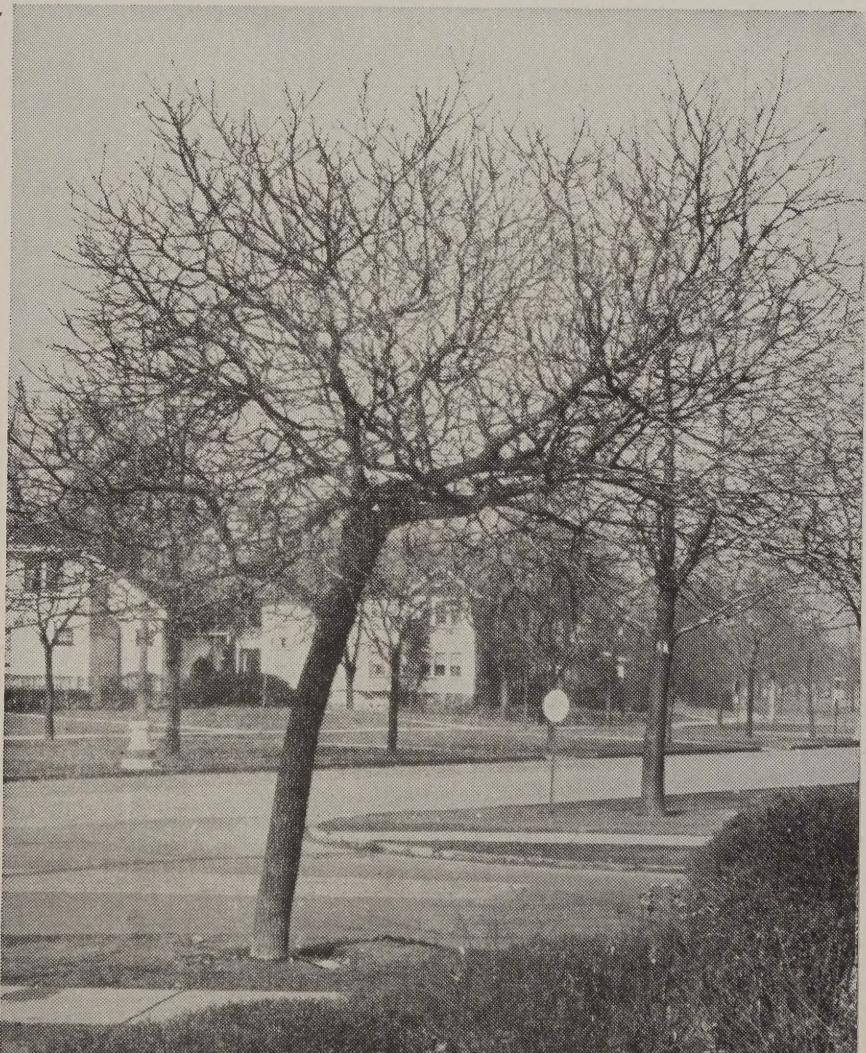
To this end there is offered this additional selection of Norway Maple—a low dwarf table-top type—ideal for use under low wires; in narrow treelawns (because of its small stature it does not need, nor develop, a large trunk); for shallow setbacks or any combination of these three site factors. It is one of the most useful of all our Norway selections.

This Series of Selections has been developed so that discriminating street tree planters would have at their disposal the tools wherewith the street tree program could be carried out with finesse, function and distinction. By first evaluating the site for available space and then selecting a tree from the Norway Maple Selection Series (or one of the other Series), the planter can be sure that he is truly planting for the future—for the absolute minimum of conflict and for the maximum of function and beauty.

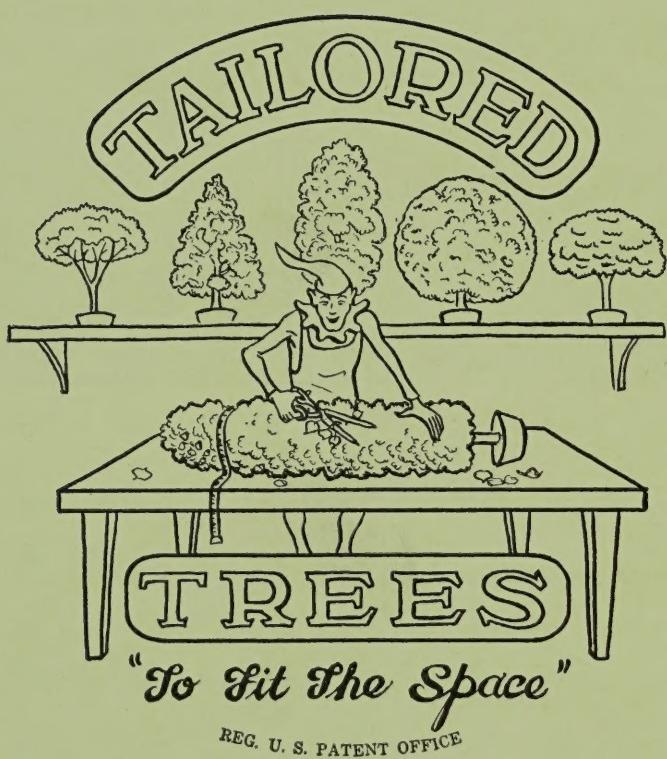
To help you "tailor your streets" there are available four other Norway selections; the "Irish", a large round head; the "Cleveland", a fine upright oval; the "Globe", a form grafted on 7' stems; and the "Improved Columnar", a handsome uniform growing column, not a pyramid.



The
Almira
Norway



The
Almira
Norway



Littleleaf Linden

(*Tilia cordata*)

— Zone 3 —



Truly one of the finest small street trees. If we had to select one tree for street use, which, heaven forbid, this Littleleaf Linden would stop us for a long time. Its rich green, dense foliage, fragrant but inconspicuous flowers, tolerance of streetside conditions, and broadly pyramidal form to 30' makes it definitely one of the top ten for the new era of tailored trees. Use in 3' tree lawn — 45' to 55' apart.